

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Festival on the Green Subcommittee  
Monday, August 24, 2009  
Partnership Offices  
1244 Storrs Road (Storrs Commons)  
(860) 429-2740  
5:00 p.m.  
Minutes**

**Present:** Tom Birkenholz, Kim Bova, Betsy Paterson, Steve Rhodes, and Barry Schreier

**Staff:** Cynthia van Zelm and Kathleen Paterson

**Guest:** N. M. Lerman

**1. Call to order**

Cynthia van Zelm called the meeting to order at 5:09 pm.

**2. Public comment**

There was no public comment.

**3. Review Task List**

Advertising – Ms van Zelm reported that the flyers and brochures had been distributed. She also reported that Michelle Childs is finishing up the t-shirts.

Kathleen Paterson said **she will work on the final press release and on contacting someone about the former Advance publication [Done].**

Parade – Tom Birkenholz and Barry Schreier reported that over forty individuals and groups have expressed interest in participating in the Parade. **They will follow-up with all of the potential participants to confirm the groups and decide the Parade order [Done].**

Mr. Birkenholz noted that three volunteers are needed for the Parade to wear the vegetable costumes from UConn Dining Services.

Children's – Ms. van Zelm reported that the dunk tank is reserved and would cost \$225. She said that she confirmed that CT Inflatables will need to add the Partnership as an additional insured.

Kim Bova said that her son volunteered to sit in the tank and could probably get a few friends to do so, too.

The Committee discussed whether or not to proceed with the dunk tank and decided to order it.

Music – Ms. van Zelm said that **Sandy from Shaboo will meet with her on Wednesday to review the sound set-up [Done].**

Set-up – Ms. van Zelm said that Hockanum will donate 12 mums to the Festival. Betsy Paterson suggested purchasing eight more mums, if needed.

Vendors – Ms. K. Paterson said that there are two spots remaining in the Arts area, 10 in the Children's area, and none in either the Community or Sponsors/Food areas.

#### **4. Other**

Ms. van Zelm asked the committee to plan to stay after the meeting on Tuesday, September 8 to help hang the event banner.

#### **5. Adjourn**

Ms. Bova moved to adjourn.

Steve Rhodes seconded the motion.

The meeting adjourned at 6:06 pm.

*Minutes prepared by Kathleen M. Paterson.*